In the Claims:

Please cancel Claims 1-40.

Please add new Claims 41 and 42.

41. (New)   A method for generating consumer data comprising the steps of:

designating a product or service;

transferring two or more products or services to a consumer in a single

transaction;

assigning a transaction number to the single transaction if one or more of

the two or more products is a designated product or service;

storing the transaction number and the two or more products or services as

a record;

providing the transaction number to the consumer;

receiving information from the consumer linked with the transaction

number, and,

matching the information to the record in the database via the transaction number,

thereby generating consumer data.

42. (New)   A method for processing consumer enticement claims comprising the steps of:

transferring one or more products or services to a consumer in a single transaction;

assigning a transaction number to the single transaction;

storing the one or more products or services as a record indexed by the transaction number;

providing the transaction number to the consumer;

receiving information from the consumer to be linked with the transaction number;

searching the one or more products or services indexed with the consumers transaction number for a target product or service which is associated with a consumer enticement; and,

transferring a benefit assigned to the target product to the consumer, thereby completing the processing of the consumer enticement.